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今日北京

BEIJING TODAY

COMMERCE



AUGUST 30, 2013 • No. 638 • PUBLISHED BI-WEEKLY • CN11-0120 • ¥3.00 (METRO & COMMERCE)

Historic sights of Line 10

Line 10 of the Beijing subway is notorious for being the capital's busiest, serving more than 2 million passengers per day.

The blue line rings an immense number of stations over 57 kilometers that are packed during the morning and evening rush.

But commuters may be missing out on the beautiful sights for which Line 10's stations are named, including two of the Eight Great Sights of Yanjing.

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北京青年报
BEIJING YOUTH DAILY

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■ Advertisement: (010) 65902515 ■ Hotline for subscription: (010) 65902626 ■ Overseas Code Number: D1545 ■ 邮发代号1-364 ■ Overseas Distribution Agent: China International Book Trading Corporation

SuperMap brings high-level GIS to the cloud

By Bao Chengrong

SuperMap Software, China's largest provider of Geographic Information System (GIS) software, is hosting a technology conference to share its latest achievements in cloud-based GIS technology on September 11.

The company began its exploration of cloud GIS services in 2011 and soon found success with SuperMap GIS 6R, the world's first cloud-based GIS service.

Last year it released Dituhui, a cloud-based platform that allows enterprises and individuals to create their own data maps by uploading Microsoft Excel tables to the website.



The government uses GIS data to assist in emergency relief.

Application

Although SuperMap has been developing application software for a decade, it's the company's cloud services that won it major clients, including Haier and ZJS Express.

Haier uses SuperMap to enable its support staff to quickly locate appropriate after-sales service stations for customers.

Although it approached SuperMap with the goal of building an intranet system, it was persuaded to buy into the cloud.

"In the old model, we would sell our software to Haier and let Haier acquire geographic data on its own. Now we sell a service interface to Haier," said Wang Kanghong, vice president of SuperMap.

The old intranet model would require Haier to load in data updates several times each year and train its own staff to input and process geographic information. The cloud model places these tasks on SuperMap.

SuperMap is also applying its GIS technology to marketing. By rendering marketing data onto a physical map, managers are better able to make decisions about where to build new retail outlets or delivery terminals.

"Enterprise clients are among our most important, and we think they will be next core growth point of the whole GIS industry," Wang said.

But despite the growing application of GIS in the corporate world, it's the Chinese government that is SuperMap's biggest customer. Wang said more than 70 percent of its sales

come from the government.

The Chinese government learned the importance of GIS in emergency relief during the 2003 SARS crisis.

At the time, SuperMap was the first to present a map of patient locations and points of contact, and to plot the points of infection and death in increasingly strong colors. That visual presentation inspired the



SuperMap's app

Ministry of Health to make GIS an important part of its emergency management system.

Wang said earthquake relief is another area where GIS technology has made a big difference.

When Wenchuan, Sichuan Province experienced a quake in 2008, workers had to print out maps and carry them to the scene. When the Yushu quake happened two years later, Wang and his colleagues had already created a smartphone appli-

cation to collect and plot the data.

The company's technology is also being used by the governments of Chongqing and Xi'an in city planning and to track down sources of pollution.

Innovative technologies

SuperMap owns three key innovative technologies: Universal GIS, Service GIS and Realspace GIS.

Universal GIS was the foundation of SuperMap and began as a software package for Microsoft Windows.

But as the industry started to focus on Mobile Internet, the company's Vice-President Wang sensed it was time to reform. The company branched out, reinventing its core technology to make it portable to other operating systems, such as Android and iOS.

"The national GIS industry was surprised that we adapted to mobile products so quickly. But it shouldn't really be a surprise – being cross-platform gives us an advantage," Wang said.

The company also spent a lot of effort developing its 3D GIS technology.

In the last decade, especially after Google released Google Earth, numerous GIS providers like the American company Esri rushed to the field.

3D GIS is used in pilot training simulations, virtual battlefield environments and urban planning. City Cyber 3D is one of the pioneers applying 3D GIS to city planning.

But the market is far from mature in China.

"3D GIS is where all development is headed," Wang said.

Going abroad

SuperMap began expanding abroad in 2000. Its first product was released in Chinese and Japanese.

"Software is inherently an international product. Even in China we have to compete with foreign providers. It's impossible to develop software products that target the Chinese market exclusively," Wang said.

But it was not until 2012 that the company stretched out to explore foreign markets. Its business has gone to 30 countries, not counting those promoted by Huawei, a leading global information and communications technology (ICT) provider.

Wang said SuperMap's current focus is on developing nations, India, Southeast Asia and the Middle East.

Although it's hard to compete with a giant like Esri, Wang still sees a hope.

Wang said GIS products built by giants may be a poor fit for the developing world due to poor familiarity with GIS use.

While the US and Europe may have workers trained to work with desktop GIS software, few African countries can say the same.

"And no country wants to see the industry monopolized by a single company. Usually wherever we go, we find people struggling to bend open source software into meeting their GIS needs," Wang said.

"They are always glad to see a new provider of mature solutions."



3D GIS is capable of generating detailed images.

Photos provided by SuperMap Software

Camford Royal students head to top US high school

By Bao Chengrong

Eight students from Camford Royal School are heading on a 10-month study exchange at Union Grove High School, the third best ranked public high school in the US.

The exchange, coordinated in part by Sky So Blue International, is Union Grove's first with a Chinese school.

David Wu, principal of Sky So Blue, said the group spent two years negotiating with Union Grove. The company is in charge of finding host families for the students.

"My mother and I visited every host families to ensure they were well prepared. Before the students came, each family got a book to learn about cultural differences between East and West. They also learned how to write the visiting student's Chinese name," Wu said.

The first week at Union Grove was a mixture of laughs and tears.

Yu Jiaying, one of the students, found her mathclass was much easier than the one she took in China. She was surprised that one of the classes was teaching how to use a calculator.

But when taking the math test, she was disappointed to find that she could hardly understand the questions.

Yu also had hard time reading music in her class. "I can understand almost nothing. But the class on Friday is great because we just to listen to music," Yu wrote.

She was glad to get help from her host family.

In order to help Yu deal with difficult test questions and improve her spoken English, the father of her host family encouraged her to read the questions out loud after she finished her homework.

Hu Zesen, another classmate, said that one of the differences at Union Grove is the teachers prefer to apply group work to class.

In chemistry, the groups competed with each other to answer questions. In history class, each group had to research a world religion. By combining their papers they could conduct a comparison of Buddhism, Christianity and Islam.

Gym was Hu's favorite class. He and most of his friends like playing basketball.

"When I got the ball I heard them call me Jeremy Lin. When I made a shot they cheered. When I missed they still encouraged me," Hu wrote in his blog.

But what moved Hu most was seeing his American peers playing basketball with the disabled children.

"We played together every gym class and had a really good time. The American students all show respect to the (disabled children)," Hu said.

Although they suffered cultural shock and struggled to adapt to the new life, Wu said he had witnessed a great change in the students during their first month.

"I hope their life experiences here can stimulate the students to quickly improve their spoken English," Wu said.

When the program ends, Camford Royal School will invite the host families to visit Beijing. Zhang Shizhi, an officer at the school, said they plan to open the program to students outside Camford Royal School in 2014.



Zhao Weichong learns how to maintain a lawn.



Yu Jiaying (right) studies at home with her host family.

Camford Royal School students at Union Grove High School in the US



Sky So Blue and the host families welcome students at the airport.

Photos provided by Camford Royal School/Sky So Blue

Korea government loosens visas to boost tourism



By Liu Xiaochen

The Republic of Korea is opening its multi-entry visas to several new categories of Chinese tourists from September 1.

The decision, announced by Korea's Ministry of Justice, is expected to open easy Korean travel to an additional 30 million people.

Candidates for multi-entry visas include spouses and children of Chinese multi-entry visa holders, South Korean condominium membership card holders, residents of Beijing and Shanghai and students from 112 universities selected by the Chinese government.

At the start of the month, the Embassy of Korea in Shanghai implemented a series of measures to expedite visa application for Chinese travelers.

Multi-entry visas were also made available to 15 groups, including doctors, lawyers, accountants and other State-recognized professionals, teachers, famous artists, entertainers and athletes, people who earn



South Korea is becoming a hot tourist destination to Chinese.

CFP Photo

more than 5,000 yuan per month and pensioners over the age of 60.

The new visa policy provides a special measure for family tourists that ensures that as long as one family member qualifies for a visa, his or her lineal relatives can obtain a visa without any additional property examination.

From October, South Korea is planning to toughen up on illegal behavior by tourists at its key attractions.

At the First Tourism Promotion Meeting hosted by South Korean President Park Geun-hye, officials said they would publish a plan to eliminate travel inconveniences and improve strategic tourism

development with China.

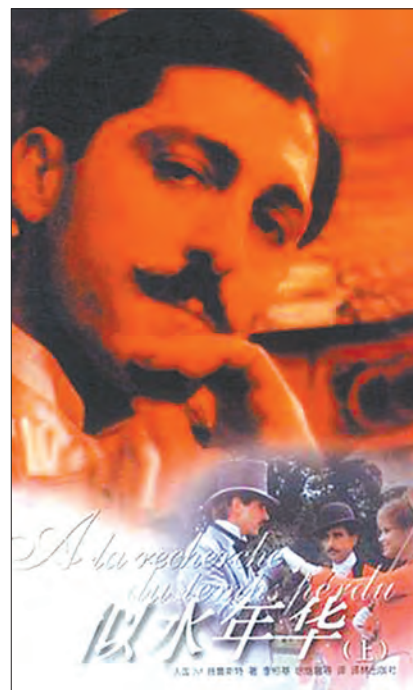
According to South Korea Tourism Bureau, foreign tourists can receive a 10 percent discount when checking into Korean hotels starting next year. They will also be eligible for a refund of the hotel's 10 percent accommodation tax when they depart the country.

The South Korean govern-

ment provided tax free policies to attract foreign tourism from 1977 to 1991, 1994, 2001 to 2004 and 2007 to 2009. This is the first time the government has implemented a tax refund system.

This policy will enter trials next year before the government decides whether or not to renew the changes.

Translation space introduces new French books for this autumn



By Liu Xiaochen

Club Fulei, a space for translators, is holding its third gathering on September 1 to introduce French literature and the culture of French literary circles.

Cultural commissioner Yi Jie from the French Embassy personally selected 20 novels from the recent literary

season. The novels will be introduced to publishers, translators and readers who will participate in the activity.

Among those works will be some by such popular writers as Amélie Nothomb and Sorj Chalandon, as well as rising stars in French literary world.

The 2013 literary season marked

the memorial of Marcel Proust's first volume of *A la Recherche du Temps Perdu* (1913) and the 50th anniversary of the death of Jean Cocteau (1963).

Club Fu Lei is also inviting the president of the jury of Fu Lei Translation and Publishing Award Dong Qiang to speak about the 20 selected works.

Book List

Karine Tuile, *L'Invention de nos vies*
Leonora Miano, *La Saison de l'ombre*
Metin Arditi, *La confrérie des moines volants* (352pp)
Claude Arnaud, *Proust contre Cocteau* (208pp)
Olivier Poivre d'Arvor, *Le Jour où j'ai rencontré ma fille* (256pp)
Sorj Chalandon, *Le quatrième mur* (320pp)
Yannick Haenel, *Les Renard pâles*
Christophe Ono dit Biot, *Plonger*

Étienne de Montety, *La Route du Salut*
Jean Hatzfeld, *Robert Mitchum ne revient pas*
Thomas Clerc, *Intérieur*
Tristan Garcia, *Faber, le destructeur*
Daniel Morvan, *Lucia Antonia, funambule*
Chantal Thomas, *L'Echange des princesses*
FranCois Bon, *Proust est une fiction*
Charif Majdalani, *Le Dernier sei-*

gneur de Marsad
Alizée Meurice, *Neverdays*
Chahdort Djavann, *La Dernière séance.*
Marie Darrieussecq, *Il faut beaucoup aimer les hommes*
Igor Gran, *L'Ambition*
Jean Rollin, *Ormuz*
Veronique Ovaldé, *La Grâce des brigands*
Dominique Noguez, *Une année qui commence bien*
Emmanuel Venet, *Rien*

Australia seeks applications for its aid program



Australian Government
Department of Foreign Affairs and Trade

By Liu Xiaochen

The Australian embassy is accepting applications for its Direct Aid Program (DAP) now through September 6.

Direct Aid is a flexible small grants program funded by the Australian Government through the Australian Agency for International Development (AusAID) and managed by the Department of Foreign Affairs and Trade.

It supports projects that provide hardship relief in developing countries and at

the same time bolsters Australia's international relations and public diplomacy objectives.

Money from the program is available on a non-profit basis to individuals, community groups, NGOs and other entities engaged in development activities in countries that are eligible for overseas development assistance.

DAP is administered through Australia's overseas diplomatic posts on an annual basis. In 2011-2012, the total DAP budget was

\$10 million.

Recipients of DAP money in 2011-2012 included countries from Africa, Latin America and the Caribbean, South and Central Asia, Southeast Asia, the Pacific Rim, the Middle East, Europe and North Asia.

The Australian Embassy in China is responsible for domestic Direct Aid, including its disbursement to Beijing, Shanghai and Guangzhou. A committee evaluates each project before passing it to the embassy for approval.

Projects involved in public health, education, small-scale infrastructure, rural development, environmental development, gender equality, as well as cultural and sports activities may apply.

Under certain circumstances, Direct Aid money may be granted to disaster relief activities.

Activities supported by Direct Aid must be implemented within one year.

Projects incapable of showing direct results, such as wage increase, rent, office

equipment, maintenance and repair and training are not eligible for funding.

Most disbursements are between AU \$5,000 (27,500 yuan) and AU \$30,000 (165,100 yuan).

Applications should be concise and specific so that Direct Aid can help ensure the completion of the projects.

Applicants can contact the Australian embassy's Direct Aid committee for an application form. Applications may be sent by post, FAX or email.

Brazilian embassy kicks off culture month



BRASIL PASSION
热情巴西主题派对

7 Sep. 8 PM til late / 九月七日晚上8点到很晚

Mako Livehouse / 麦高斯音乐

Live Music & Dance Show / 现场音乐 & 舞蹈表演
Capoeira / 原级巴西战舞秀
Groovy Brazilian Music & Cocktails / 动感巴西节奏 & 美味鸡尾酒

Pre-sale 150 August, Price 60 元 / 门票预售时间8月1日 - 30日, 预售票价60元
Includes a free drink / 含一份酒水

<http://www.capoeirabeijing.com/tickets.html>

Phone/电话: 18611705854

巴西驻华大使馆
Embassy of Brazil

the Beijinger

RECCA

CM

PALM

By Liu Xiaochen

The Brazilian embassy is organizing more than 50 activities in Beijing, Shanghai, Chongqing, Macao and Hong Kong from September 3 to 29 as part of its cultural month.

Chinese audiences will have a chance to learn more about Brazilian culture

through the country's music, film and food. Famous Brazilian artists, writers and performing groups will be invited to communicate with Chinese people across the country.

Valdemar Leao, ambassador of Brazil to China, said Brazilian Culture Month is designed to stimulate Chi-

nese interest in Brazilian culture, enhance mutual understanding and friendship between the two countries' people and promote the development of the bilateral relations.

A corresponding Chinese Culture Month is being planned in Brazil this November.

Sights of the subway's completed Line 10

By Liu Xiaochen

Line 10 of the Beijing subway is the capital's busiest and most crowded. It rings an immense number of stations that are vital to the morning or evening rush.

But busy commuters may be missing out on some of the beautiful sights for which Line 10's stations are named.

Cishou Temple

Cishou Station, named for the former Cishou Temple in Balizhuang, Haidian District, is found on the north-west corner of Line 10.

The temple was famous for its pagoda, created as duplicate of the better preserved Liao Dynasty pagoda at the Tianning Temple. It was originally known as Yong'anwanshou Pagoda.

The pagoda was built during the Ming Dynasty, when the Empress Dowager Li was reorganizing Buddhist temples inside and outside Old Beijing to consolidate her political position. The pagoda of the Cishou Temple was one of her more famous creations.

The Cishou Temple had a network of large halls including the Hall of Heavenly Kings, the Drum Tower, Bell Tower, the pagoda, Yanshou Hall and Ning'an Pavilion. Ultimately it was destroyed in a fire during the Qing Dynasty.

Today the pagoda still stands inside Balizhuang's Linglong Park. The tower is divided into two layers: the lower one is a three-layer platform with stones set in the corners while the upper one



Xizhao Temple at Jintaixizhao



Interior of Jintaixizhao Station

is a double-layer Buddha seat carved with exquisite lotus. Many of the carvings show ancient musical instruments.

Years of weathering have left many of the images blurred and difficult to identify. Originally, each level of the tower had 24 niches and 312 Buddha statues. Severe weathering has

exposed the wooden frames behind each relief.

Huoqiying

Huoqiying, on the north side of Landianchang in Haidian District, was where soldiers went to exercise during the Qing Dynasty.

The area was involved in industrial production of explosive shells, gunpowder and various firearms. Soldiers stationed there would practice shooting bows and guns.

During Lugouqiao incident in 1937, Japanese

soldiers pulled down the walls of Huoqiying. The people who lived there fled and the military camps became ruins.

Huoqiying's former site still exists, including the foundation of the barracks, the main street and a small part of old barracks. The most prominent site is the Yongshan courtyard, which is used today as a primary school.

The yard is bisected by a brick wall. The west yard is wide and has 12 rooms while the east yard has rooms only on the north and south sides. A hutong

leads into the backyard.

There are nearly 30 paintings of characters and gardens located throughout the yard, and many remain bright and vivid.

Jintaixizhao and Xitucheng

Subway Line 10 connects two of the Eight Great Sights of Yanjing first recorded in the Jin Dynasty.

The first of these is the view at Jintaixizhao, also called the Golden Terrace in the Glow of the Setting Sun.

The Xizhao Temple and Jintai Academy are all related to this site, originally a part of the Miao Family Estate. Together they were called the Xizhao Temple Guild Hall.

A tablet left by the Qianlong Emperor marks Jintaixizhao, which is now found inside the yard of The People's Daily.

Another stele marks the second site: Jimenyanshu, or Trees Enveloped in Mist at the Ancient City of Jizhou. The Jizhou city walls, built of rammed earth, are where the Xitucheng subway station gets its name.

The area's abundant trees, beautiful flowers and lush grass were something of a famous sight for ancient people.

The Beijing Municipal Bureau of Landscape and Forestry started to rebuild Jimenyanshu in 1985. The government moved Qianlong's stele to the center and erected new pavilions and walls, naming the creation Jimen Park.



A stele marks the scenic location that was Jintaixizhao.

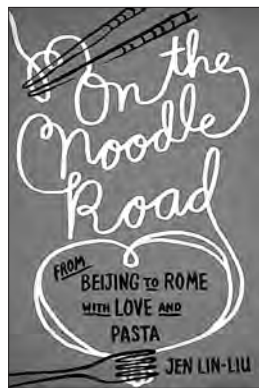


The pagoda of Cishou Temple still stands in Linglong Park.

CFP Photos

Dining

Baochao Hutong



Join Jen Lin-Liu and Wine Republic for 'On the Noodle Road' launch

Author and Black Sesame Kitchen founder Jen Lin-Liu and Wine Republic's Campbell Thompson meet to discuss Lin-Liu's newest book, *On the Noodle Road*.

The casual cocktail dinner will include dishes from the Silk Road paired with Wine Republic wines.

Where: Wine Republic, 65 Baochao Hutong, Dongcheng District

When: 6:30-9 pm, September 7

Cost: 388 yuan per person

RSVP: michelle@blacksesamekitchen.com

Chocolate Fridays

Enjoy Spanish chocolate every Friday at Modernista. Buy one cup of chocolate and get a dessert free!

The tiny art deco Modernista Old Cafe & Tapas Bar occupies a prominent location by Gulou – just down the hutong from some of the area's best haunts.

Modernista's resident band is The Hot Club from Beijing.

Where: Modernista Old Cafe & Tapas Bar, 44 Baochao Hutong, Dongcheng District

When: September 6

Tel: 13691425744

Email: modernistabj@yahoo.com

Financial Street

Beijing's summer favorites

Savor the season's best among Beijing's traditional and home style dishes, including deep fried braised lamb brisket with homemade vinegar sauce, pan fried salmon with miso paste, stir fried shredded duck with bean sprout, steamed pork ribs with pumpkin, sautéed wagyu beef with Chinese onion and more.

Where: Jewel, Westin Beijing Financial Street, 9B Financial Street, Xicheng District

When: 11:30 am – 10 pm, August 30 and 31

Tel: 6606 8866 ext. 7820

Email: f&b.beijing@westin.com



Summer ice cream bliss

Grab a bowl and a scoop of ice-cream and sit on the porch to reclaim your childhood.

Enjoy various creative Haagen-Dazs collaborations at Steak Exchange Restaurant and Bar. The creamy desserts are melt-in-your-mouth refreshing.

Try the classic tiramisu ice-cream with a silky smooth texture, fresh raspberry blended with vanilla ice-cream or an exciting ice cream hotpot with several flavors.

Where: InterContinental Beijing Financial Street, 11 Financial Street, Xicheng District

When: August 30 and 31

Tel: 5852 5921, 5852 5888

Xiaoyun Lu

Top chef brings Perigord cuisine to Brasserie FLO

In celebration of its 14th anniversary in China, Brasseries FLO (Beijing) is inviting Chef Daniel Chambon.

From September 13 to 22, guests can sample Chambon's culinary skill in dishes featuring the delicacies of Perigord, France.

In addition to being Michelin star-rated, Chambon's Le Pont de l'Ouyse was awarded by three toques by Gault et Millau in 1995.

Chambon is called one of the 12 "Great Chefs of Tomorrow."

Details:

Chambon's visit: September 13-22. His menu will be continued by Flo Beijing's French chef Stephane for one month.

Degustation menu: 888 yuan for six courses.

All prices are subject to a 10 percent gratuity charge.

Where: Brasserie Flo, 18 Xiaoyun Lu, Chaoyang District

When: noon-11 pm, daily, September 12-21

Tel: 6595 5135

Email: beijing@flo.cn

Parties

Sanlitun area

1.1 Party: Interns Night

The capitals interns are here to enjoy all this amazing city has to offer, and that's why they've organized a party dedicated to their fellow interns.

The Lantern brings joy and fun to all its customers every first Monday of the month by offering a meeting place where working youth can meet and share a night of new encounters and amusement.

Where: Lantern Club, 100 meters north of Workers Stadium West Gate, Chaoyang District

When: 9 pm – 6 am next day, begins September 2

Email: nathaliec.brunet@gmail.com

Footprint presents Samuel L Session

Samuel L Session has been in the electronic music scene since the 90's with releases on Music Man, Figure, Soma, Klap Klap and Be As One.

His first track "Velvet" was a dance floor hit and was soon hailed as a classic.

Where: Lantern Club, 100 meters north of Workers Stadium West Gate, Chaoyang District

When: 10 pm – 6 am next day, September 6

Ticket: early bird, 30 yuan; presale, 60 yuan; door, 100 yuan



Community events

Nanluogu Xiang

Hutong and Lama Temple adventure

Find out why the Mongolians built Beijing's first hutongs; see for yourself what traditional Beijingers get up to when they think nobody is looking; and discover why the monks of the Lama Temple prefer the thigh-bones of criminals.

All this plus table tennis with the locals, a visit to the Lama Temple and a rickshaw ride.

Tours depart every Friday, Wednesday and Saturday. Each includes a



native English speaking guide, a rickshaw ride, all activities and a ticket to the Lama Temple.

See website for starting point and private tour pricing; all tours must be booked in advance.

When: Friday 10 am to noon; Wednesday and Saturday 2-4 pm

Cost: 260 yuan for adults; 130 yuan for kids under 14

Tel: 1381770229

Sanlitun area

Snowy mooncake workshop

Mooncakes are a Chinese food eaten during the Mid-Autumn Festival: snowy mooncakes are a new fusion creation.

Snowy mooncakes were developed by a bakery in Hong Kong as an alternative to traditional mooncakes, whose salted duck egg yolks and lotus seed paste pack a sugar and oil punch.

Because many customers thought traditional mooncakes were an oily food, the

bakery used fruit for filling and less oil to make a healthier mooncake.

Want to make them for yourself or your family? Come learn from this Hong Kong chef!

Where: SweetnSweetie, 2-201, Redview building, Gongti Dong Lu, Chaoyang District

When: Saturdays noon-2:30 pm; Sundays 10 am – 12:30 pm, 12:30-3 pm, until September 18

Tel: 15600456053

By Jackie Zhang

Reading Season begins

— read to rediscover yourself and the world



Reading Season is organizing activities at local schools.

Photo provided by FLTRP

Beijing Declaration leads Chinese brands into new era

By Liu Xiaochen

Lenovo, Haier, TCL, Huiyuan, Lining and Huawei were among the many Chinese brands that attended the Beijing Declaration of Chinese Best Brands at the China World Summit Wing on August 15.

Industry insiders called the event a key opportunity to regulate the environment and behavior of China's top companies, as well as an important signal that such domestic brands are becoming international players.

The Beijing Declaration of Chinese Best Brands was created by the brands as a joint initiative focused on faith and development, labor standards, environmental protection, business corruption and internationalization.

The Aigo International Union

said it will implement the standards put forward at the Beijing Declaration and ensure they are followed through joint supervision and mutual development.

The Beijing Declaration of Chinese Best Brands is a consensus about the development of Chinese brands based on a "Global Compact" formed to advance their development environment and related projects.

"What the Beijing Declaration brings to the national enterprises is momentum, as well as a full-range support platform," said Aigo CEO Feng Jun.

"Enterprises that have joined the declaration will not only supervise each other, but also promote each other by sharing customers and cooperating in business. It's an agreement to give

our products and brands a greater display space," he said.

Unlike the past, the Declaration is not limiting its focuses to the domestic market. Opening up overseas markets is the objective of all domestic brands.

Many have established a good reputation abroad with their innovative ideas, bold research and demonstrated ability to be world leaders.

"Chinese brands that want to be successful in the global market need more than self-discipline and cooperation — they also need excellent product quality and a strong reputation," Feng said.

"I hope the Beijing Declaration can bring China's best brands together. I see it as a coming of age ceremony for China's best brands, and a sign they are ready to step out into the world," he said.



Reading Season began yesterday at Century Golden Resources Shopping Mall and new Yansha Mall. The activity is intended to cultivate literary families and boost reading rates throughout the city.

Reading Season ends September 8. The event has two main tracks: online reading opportunities and offline activities.

More than 60 activities will be organized along four themes: art in life, science and health, children's university and "hello bookworm". More than 30 publishing houses will be present to sell discounted books, gifts and e-gift coupons.

Expert promotions

The publishing industry is thriving, and the flood of new books can leave readers wondering what is worth their time and money. During Reading Season, as many as 100 experts will attend to recommend good books.

Fan Xiaohong: let children love reading

Fan Xiaohong, vice president of Foreign Language Teaching and Research Press (FLTRP), is a children's book expert and the mother of an 8-year-old. She will tell parents how to make their kids love reading in English; how to select books for kids; and how to improve their reading ability.

Li Yinhe: my life philosophy

Famous expert Li Yinhe will join a reading season with her new book *Li Yinhe: My Life Philosophy*, in which she shares her life and love experience with Wang Xiaobo. Famous writer Hong Ying will discuss life philosophy with Li.

Cao Tinghui: outstanding children's education code

What's the best way to educate children? How should parents establish an ideal relationship? Cao Tinghui, vice president of Juren Education Group and experienced family education expert, will introduce parent-child relationship models and analyze the physiological motivation behind children's negative behaviors.

Shoutuo: the zoology of Beijing

Shoutuo, Zhang Jinshuo and Duan Yu, members of Science Squirrel Club, an popular science organization in the city, will discuss zoology in Beijing.

It's a good habit to take a book with you

Parents who love reading and read often are more likely to raise children who love reading as well. During the 10-day Reading Season, FLTRP is calling on families to collect books for their children and develop a culture of reading at home. Take a good book to read whenever you go traveling.

(By Jackie Zhang)